

The Daily News: Analytics and Insights

An Honors Thesis (HONR 499)

by

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Abstract

Analytics is the process of looking at data and drawing conclusions from it in order to improve the user experience online. In journalism, analytics measures pageviews and time spent on a website to learn about audience consumption habits and to take this information and make the experience better for the reader. This paper is an analysis of those reader consumption habits for the Daily News, the student-run newspaper at Ball State University. It provides an analysis of web traffic trends from February 2015 to February 2016, along with recommendations and opportunities for future improvement.

Acknowledgements

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Thanks to Ashley Downing and Melissa Jones for their design and copy editing services.

I would also like to thank the Daily News staff for encouraging me in my pursuit and willingness to try new online initiatives during the 2015-16 school year.

THE DAILY NEWS

ANALYTICS AND INSIGHTS

February 2015 to February 2016

By Rachel Podnar | April 2016

Introduction

This report is an overview of Daily News content on ballstatedaily.com from February 2015 - February 2016, the first year of having Google Analytics. Future editors of the Daily News, Daily News staff and those involved with Unified Media are the intended audience.

This report sets benchmarks and provides an overview of ballstatedaily.com traffic over the past year, along with best practices for web and recommendations for future work. The appendix has links to dashboard configurations and other presentations that will be helpful in the future.

Personal Statement

Understanding web performance has added a new level to my understanding of journalism. I am passionate about analytics, not because of the numbers, but because the numbers represent the audience and the chance to serve them better. I have spent the past school year watching the content on ballstatedaily.com, seeing what resonates and what the Daily News can take from that.

For this thesis, I combined my experience working with content on the iDesk; my knowledge of web analytics; and insights gleaned from the Unified Media trip to Washington, D.C., and covering the Associated Press Managing Editor conference in October.

My hope for this paper is that it functions like a client report for the Daily News. My intention is for it to be used by the editorial board, iDesk and individual staff members not only for the benchmarks and recommendations it provides, but also to educate staff moving forward on the Daily News' web strategy. I hope it encourages future staff members to pursue analytics and web strategy so that the Daily News can grow in these skills.

CONTENTS

OVERVIEW OF GOALS: 3

KEY DEFINITIONS: 4

TRAFFIC ANALYSIS: 5

- Traffic comparison
- Referral traffic
- Engagement
- Bounce rate
- Days of the week
- Mobile and desktop
- Geography
- Search bar
- Average story
- New and returning
- Home page

TOP STORIES: 10

BEST ONLINE PRACTICES: 11

- Linking
- SEO headlines
- Photos
- Galleries
- Weekend posting
- Web presentation
- Longform pages
- Sharing articles

RECOMMENDATIONS: 17

- Next-click
- Must-read
- Email newsletter

OPPORTUNITIES FOR FUTURE GROWTH : 19

- Clean up analytics account
- Facebook Instant Articles and Google AMP
- Apple news

APPENDIX: 21

- Top 50 stories
- Works cited
- Dashboard link

OVERVIEW OF GOALS

It is important to start a traffic analysis with the goals of the website in mind. Kaitlin Lange, editor-in-chief of the Daily News, and Juli Metzger, director of Unified Media, both said the goal is to be the No. 1 source of news and information about Ball State.

WEB AND BUSINESS GOALS INCLUDE:

- Increase consistent readership base (returning visitors)
- Increase time spent on site
- Reach different audience bases on campus (grow audience for niche publications like Ball Bearings and Byte, for example)
- Collaborate with advertising department so ads can make decisions based on traffic

GOALS FOR STUDENTS' LEARNING EXPERIENCE (IN NO PARTICULAR ORDER)

- Write solid headlines
- Write quick online story updates
- Create web-specific content with alternative story structures and open-source tools
- Make decisions with an understanding of the audience in mind

The main goal for the students' learning experience is to gain transferable, marketable skills. Sound web practices are important because it gives students the opportunity to learn and practice. This is more important than increasing web traffic.

HOW LONG BALLSTATEDAILY.COM HAS HAD GOOGLE ANALYTICS DATA:

Google Analytics was connected to ballstatedaily.com in winter of 2015. The data starts on Feb. 3, 2015.

HOW THE DAILY NEWS CURRENTLY USES GOOGLE ANALYTICS :

The Google Analytics account is mainly used by the Daily News iDesk representative. The iDesk representative has a daily dashboard with key metrics to track on a daily basis. These include pageviews, top stories, pages per visit for desktop and mobile and source referral. See appendix for a link to the dashboard configuration.

During the morning meeting, the iDesk representative shares the top stories of the previous day, total pageviews compared with the rest of the week, where traffic came from and any other insights that are valuable. Each week, the iDesk representative makes an overall online report to the staff in the advance plan meeting. This report shows the top stories, top sources of traffic, top stories by traffic source, total traffic for the week, etc. It is a chance to identify missed online opportunities and make suggestions.

Every week, section leaders get a breakdown of their top stories from the week before. This report goes out on Monday and is set up to send automatically. Section editors are encouraged to forward this email to their staffs.

Ball Bearings, Newslink and Byte also receive reports. These reports are pulled using Behavior / Site content / All content and filtering for "bb," "nli" or "byte," which are included in the URLs.

An analytics presentation of top stories is also presented at monthly staff meetings. This report is to let the full staff see what content performs the best and to present web traffic findings.

KEY DEFINITIONS

Analytics: Looking at data and drawing conclusions from it in order to improve user experience on the web.

Degree vs. kind: Degree is high-to-low, a measure of number. Kind is a measure of emotion, whether it is positive or negative. This cannot be determined using analytics. For example, when a visitor spends three minutes on a page, does that mean they were engaged for three minutes, distracted and looking at something else or having trouble finding what they were looking for? Degree metrics cannot answer these questions.

Metric: A number. Can take the form of a ratio.

Dimension: An attribute of a visitor. A characteristic, as opposed to a metric (a number).

Key performance indicator: A favorite metric. A KPI is a metric that is tracked and checked often because it is important to the organization.

Bounce rate: When a user enters the site on a page and exits from that page without viewing any other pages (regardless of time spent on page).

Entry page/landing page: The first page someone sees when they visit a website. (This could be any page of the site.) The most common entry page for a website is often the homepage.

Session/visit: A period of activity from one user's experience on site; the data record of one visitor's activity from entry to exit. Stops when someone leaves or does not take an action for 30 minutes.

Pageview: One view on one device of a specific page on a website.

Uniques: First-time visitors to a website during a specific amount of time. When a user visits a page multiple times (during specified timeframe) on the same device, that is only logged as one "unique."

Visitor/user: Exactly what it is called. Defined as number of users who visit a site in a specific timeframe.

Hit/click: No such thing. This is an outdated term.

Segment: A way to break down a piece of a data. For example, one can look at a page and segment its visitors by mobile and desktop, or by referral source. A segment of a user is geographic location, for example.

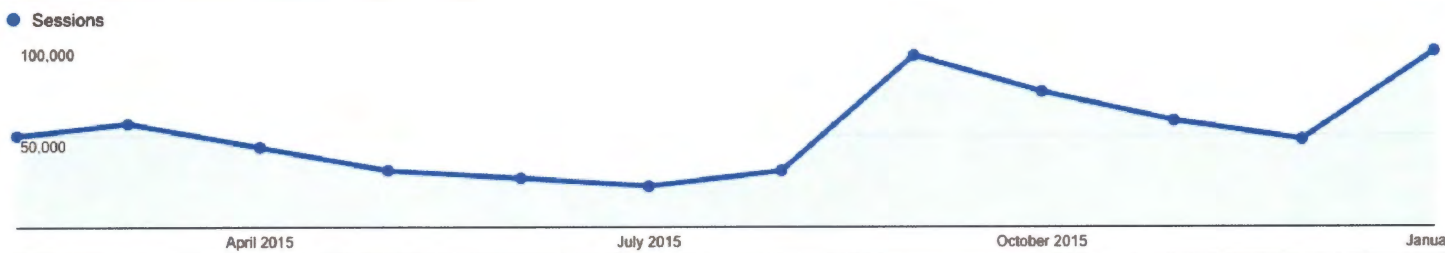
Mobile: A segment, the users accessing the site from mobile devices. Usually does not include tablet traffic.

Medium: Where the traffic came from. The medium is either direct/social/search. Direct traffic is from users who type "ballstatedaily.com" into their browser. Social is from social media. Search is from search engines.

Source/referral: More specific than medium. Example: the medium is social, but the source is m.facebook.com.

SEO: Search engine optimization, presenting content and information on a website so it can be shown in search engines and databases correctly and with relevance.

TRAFFIC ANALYSIS



Sessions from February 2015 - Jan. 31, 2016

HOW WAS SITE TRAFFIC DURING FALL 2015 COMPARED TO SPRING 2015?

As shown by the average pageviews in the chart, the average pageview per month and per week decreased from Spring 2015 to Fall 2015. The average pageview per month decreased by 28 percent. Yet, the average session per month and per week increased in the same timeframe. The average session per month increased by 39 percent.

Sessions have continued to increase in Spring 2016, and pageviews have increased as well. Average weekly pageviews from Fall 2015 to Spring 2016 increased 21 percent, and average weekly sessions increased 24 percent. From Spring 2015 to Spring 2016, average weekly sessions increased 67 percent.

On the discrepancy between sessions and pageviews for the 2015-16 school year:

The discrepancy could mean that there were fewer visitors to the site in Spring 2015 and that those visitors viewed more articles, an average of three articles per session. This would be a surprisingly high average pages per visit for a newspaper, and it is unlikely that behavior on site changed so starkly to the current average of about 1.5 pages per visit.

It could also mean, however, that there were some pageview-tracking issues with Google Analytics. Data that shows change in bounce rate and change in pages per session over time give evidence that there was a tracking issue. These metrics are helpful to gauge the accuracy of the analytics because metrics such as pages per session and bounce rate should not move much and do not vary as widely as pageviews. The Daily News knows for a fact there were issues tracking the bounce rate until May 2015. Pages per session shows similar behavior, evening out at the same time, giving support to the theory

	Spring 2015	Fall 2015	Spring 2016**
Avg. monthly pageview	168,987	120,215	135,307
Avg. weekly pageview	38,076*	27,759	33,599
Avg. monthly session	48,619	67,640	86,015
Avg. weekly session	12,757	17,283	21,406

*This average leaves out one week of traffic with 81,000 pageviews.

**Data for Spring 2016 includes January, February and March.

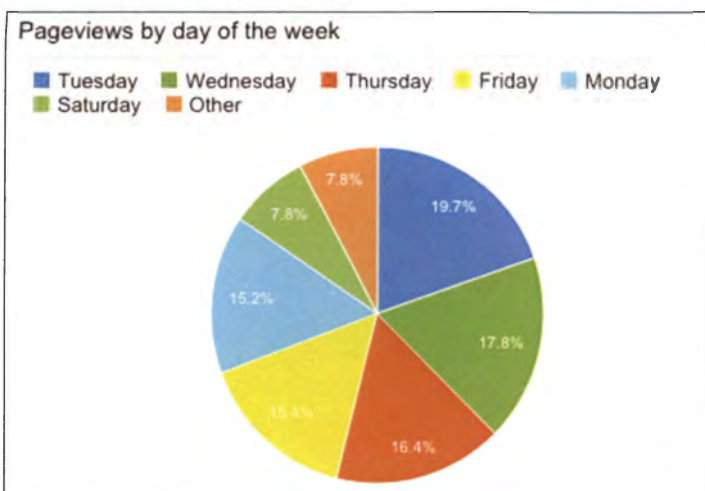
that pageviews may have had a tracking issue that was solved around the time the bounce rate was solved. This would explain why pageviews were so much higher during Spring 2015.

Because of this uncertainty, the sessions metric is likely a better indicator of site audience over time. Judging by sessions, the Daily News is on an upward trajectory of online traffic since February 2015. Judging by pageviews (after May 2015), the site performed better in the first three months of 2016 than it did during Fall 2015.

Another overall indicator of health is when the top stories were published. See page 10 for this analysis.

WHAT IS THE MOST POPULAR DAY OF THE WEEK?

In the past year, Tuesday has been the most popular day of the week (about 19 percent of sessions and pageviews occur on Tuesdays). Then: Wednesday (about 18 percent), Thursday (16 percent), Friday (15), Monday (15), and the weekends with 15 percent combined.



WHAT ARE THE MOST POPULAR TIMES OF DAY FOR USERS ON BALLSTATEDAILY.COM?

During the past year, 52 percent of traffic fell between between 10 a.m. and 5 p.m. Specifically, from 2-5 p.m. During those three hours, 20 percent of traffic occurred. The top traffic time is 3 p.m., and that was consistent throughout 2015 and up until this point in 2016.

HOW MUCH TRAFFIC DOES AN AVERAGE STORY GET?

It's very difficult to give a single number that an "average" story gets to use as a baseline.

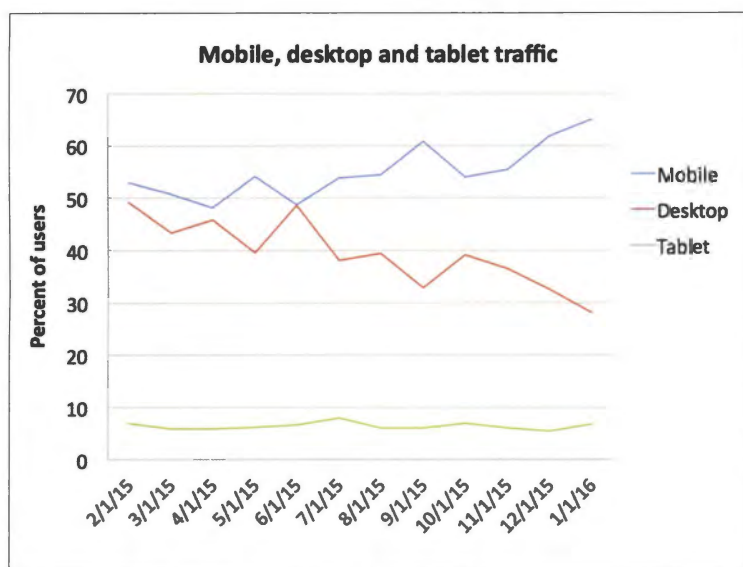
For example, for content published in 2015, the average pageview count was 197, but the median was 58. That is a large difference. It is the same situation in 2016. The average is 300, and the median is 98. These numbers are not perfect either. It's very difficult to perfectly pull all of the URLs and pageviews because, oftentimes, URLs can get "split," or another URL will accidentally be created for one story by social shares. So the main URL may have 150 views, but a second URL for the same story has 11. The split URL with 11 pageviews negatively impacts the average

Also, stories that would not normally receive attention can perform much better when they are published at the same time as a story that brings in a lot of traffic. This could increase a story's reach by even 300 pageviews.

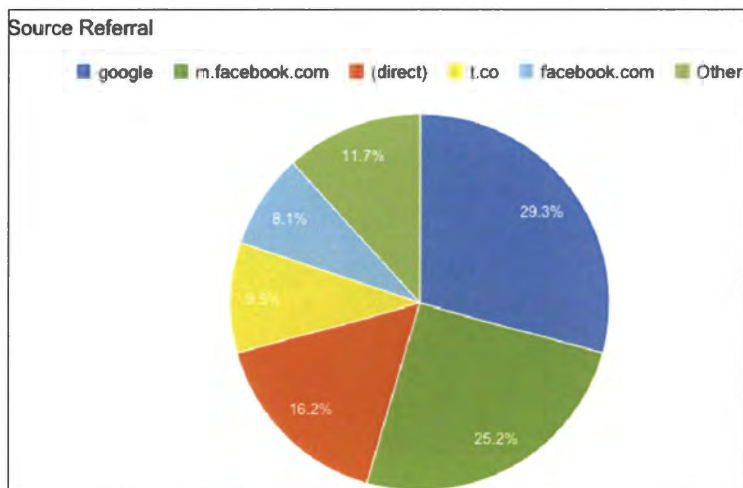
Therefore, a modest estimate from the averages and medians of typical months of traffic is between 100 to 200 pageviews overall for an average story.

MOBILE AND DESKTOP TRAFFIC TRENDS

Traffic has moved increasingly toward mobile in the past year. A snapshot: In February 2015,



mobile was about 53 percent and desktop was 40 percent. In January 2016, mobile traffic increased to 65 percent and desktop was 28 percent. **This graph shows the trend toward increasing mobile traffic.**



REFERRAL TRAFFIC

This graph shows overall source referral for the year of data. Facebook overall is the top referral, with 33 percent of traffic; followed by Google, with 29 percent of traffic; direct, with 16; Twitter, 9.5, and other, 11. Social media overall brings in 42.5 percent of traffic. Mobile Facebook makes up a much higher percentage than desktop, 25 percent vs. 8 percent.

The percentage of sessions from direct traffic remained roughly the same over the measurement year. The percentage of social referrals was overall greater during Fall 2015 than in Spring 2015. Whenever social traffic sees a spike, search traffic decreases as a percentage of the whole.

During an average week, either search or social traffic will lead referral traffic, depending on the type of stories that are most popular. If a story is popular on social media, it will tip the balance toward mobile Facebook.

It is very possible many Google users use Google search to reach ballstatedaily's home page. The home page is the No. 1 landing page for Google referral, accounting for 19 percent of landing pages from Nov. 1, 2015 - Jan. 31, 2016. Whereas, it accounts for only 5.5 percent of Facebook landing pages, which means that Facebook visitors more frequently click on specific articles to access ballstatedaily.com.

NEW VISITORS AND RETURNING VISITORS

To calculate new visitors and returning visitors, the Google Analytics "Audience Overview" configures the total number of sessions, and what percent were from new visitors vs. returning visitors.

Over the past year, the percentage of returning visitors has increased about 32 percent, from 34 percent of visitors to 45 percent of visitors. In Spring 2015, the average percentage of returning visitors was about 34 percent. In the 2015-16 school year, that percentage has increased to about 42 percent.

It is important to increase the number of returning visitors because returning visitors, according to the year of Google Analytics data, have an average session duration of almost four times that of a new visitor; view almost twice as many pages and have a lower bounce rate.

Engagement of new and returning visitors.

	Time on site	Pages per visit	Bounce rate
New	0:36	1.67	65.3
Returning	1:54	2.53	56.9

This metric comes with a caveat: It only measures per device. Each time a device visits ballstatedaily.com, that IP address is recorded as a visit. Someone may visit ballstatedaily once on their desktop, which would be counted as a new visitor, but they have visited the site many times on their mobile device, so in reality they are a returning visitor even if analytics does not recognize that. The analytics also cannot compensate for users that use incognito browsers or clear their browser history often.

The Daily News does not place a high value on the exact numbers for this metric, only general trends.

WHAT TYPE OF VISITORS ARE THE MOST ENGAGED?

It is not a surprise that direct traffic — visitors who type ballstatedaily.com into their browsers — are the most engaged users in terms of average

	Referral	Time on site	Pages per visit	Bounce rate
2	Mobile FB	0:20	1.3	74.8
4	Twitter	0:34	1.5	71.46
5	FB	1:27	2.21	60.7
1	Search	1:26	2.36	55.8
3	Direct	1:33	2.4	53.3

visit duration, pages per visit and bounce rate. Users referred to the site through Google or through regular Facebook, have similar levels of engagement — engagement that is much higher than that of mobile Facebook and Twitter.

WHERE ARE VISITORS GEOGRAPHICALLY?

Over the past year, more than half of the sessions overall came from Indiana. Muncie and Indianapolis accounted for 38 percent of sessions combined. Illinois and Ohio were the next two common states from which sessions to originated.

HOME PAGE TRAFFIC

The home page is the most often visited page. It accounted for 16 percent of all pageviews from February 2015 - February 2016. The home page bounce rate is only 30 percent, which is half of the bounce rate of a normal page. This is excellent because it shows the home page is leading people to more pages, the goal of the home page.

The home page is overwhelmingly the most common landing page for desktop users — 27 percent of entrances from desktop and tablet users

are on the home page. The next-highest is the news page, for 4 percent of entrances.

But mobile use is different. The homepage accounted for only 7 percent of overall pageviews on

mobile; it was the entrance page for only 4 percent of mobile sessions. That means 96 percent of mobile users entered the website on a page other than the home page, like an individual article.

The bounce rate for the home page on mobile

is even lower than the overall bounce rate, only 22 percent. This is about 50 percentage points less than a typical mobile bounce rate. This is strange because the home page is so infrequently used for mobile visitors, but the small percentage that use the home page on mobile must be more engaged than the typical mobile user.

Ballstatedaily's general home page trends are reflected in the industry, as well. In 2014, Quartz and The Atlantic declared the home page "dead," because of how the New York Times' Innovation Report showed a 50 percent decline in home page traffic in recent years (as reported by Poynter). But the article argued that while home page use is declining, it can't be dead because it still makes up a large share of traffic. Pew research, cited in the same article, reflected the same trend that the ballstatedaily.com site has: social readers consume less content than home page users.

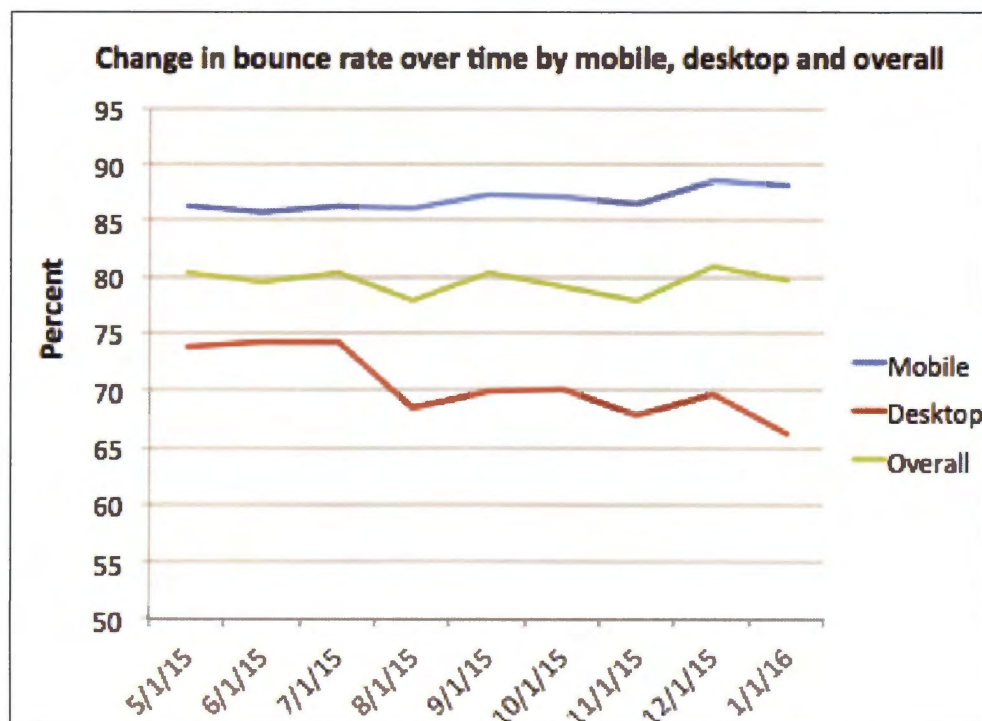
The home page is a vital part of site navigation for desktop users, and home page users are more engaged than "side door users," those who land on the site on other pages. However, users are moving toward mobile — and mobile users do not use the home page in the same way.

BOUNCE RATE

The overall bounce rate for ballstatedaily.com has not moved much since May 2015, when bounce rate data began registering correctly. The bounce rate is around 79 percent, and it moves between 77 percent and 80 percent. A low bounce rate is desirable because it indicates users view more than one page on a website.

Beyond that, there are differences between mobile bounce rate and desktop bounce rate. The desktop bounce rate has moved slightly down since May, trending from 73 percent to 66 percent. On the mobile side, however, the bounce rate has increased from 86 percent to 88 percent.

This means desktop users are slightly more likely to click to another article in the past year, but the mobile users are more likely to leave the site. During the 2015-16 school year, the Daily News put effort into linking related content and adding sidebars to get users to stay on the site. It does not look like this has provided tangible changes in the behavior of mobile users.



TOP STORIES

In the index is a list of the top 50 stories on the site in the past year. These are not represented as “the best” content the Daily News produced online, only the stories that received the most pageviews.

However, it is important to look overall at what types of stories take off and pull visitors into the site. All of the top 50 stories had more than 2,000 pageviews, which is the threshold metric used for the biggest traffic stories, stories that are some of the most popular on the site.

Of the top 50 articles, half were news; 13 were features; four were sports; three were opinion pieces and four did not fit into a category. For news, three standout factors were: breaking news (not always even compelling or well-reported), controversy (such as the Outstanding Senior Award, Ferguson’s resignation, abortion, etc.) and obituaries. In features, the “Signs” series oftentimes does well enough to surpass 2,000 pageviews, as well as big features that the editor knows is well done with a solid idea. In sports, coverage of former Ball State players who are now in the NFL is the most popular sports traffic.

The takeaway from this is not to chase outliers (it will be a long time until another Ball State student is on “The Ellen DeGeneres Show”), but to see what works well and dedicate resources to continue doing that well. For example, news should make a concerted effort to hit breaking news and write obituaries for any Ball State community deaths, because the audience has shown they care about that coverage. Editors should never take the approach of doing something just to see if it will make the list of top web articles. One, because it probably will not be successful and two, because that does not necessarily produce the best journalism.

Focusing resources on types of content that

perform well is called “franchising,” and it was discussed at the APME/ASNE national conference. Mizell Stewart, managing director/chief content officer, Journal Media Group said:

“We need to be able to do a select number of things extraordinarily well. It’s not good enough to be all things to all people anymore. Editors have to be far more focused on identifying what’s working and doing more of that and being willing to make the hard decision to do less on areas that are not working.”

Of the top 50 stories in terms of pageviews from Feb. 3, 2015, to Jan. 31, 2016:

- There was a fairly even distribution between stories published before February 2015; February to April 2015; May to July 2015; August to December 2015; and January 2016, compared with what percent they should have had based on how many months were considered. (Divided into: Before analytics; spring semester; fall semester; January 2016.)
- During Spring 2015, 13 top-performing articles were published. During Fall 2015, 15 were published. This looks like an increase, but three months were considered for spring and four were considered for fall.
- During January 2016, 22 percent of the top-performing articles were published, even though January only represents 8 percent of the time measured. This can partially be attributed to President Paul W. Ferguson’s resignation, which was heavily covered by the Daily News and received strong traffic.

* Please note from earlier in this paper, there may have been some issues with pageview counts during the early part of Spring 2015.

BEST PRACTICES FOR THE DAILY NEWS ONLINE

This section of the report details some best practices for the Daily News online. It highlights items and issues that were focused on during Fall 2015. It deals with linking articles, galleries and photos, feature pages, weekend posts, SEO headlines, social sharing and online updates.

LINKING RELATED ARTICLES: IT'S VERY, VERY IMPORTANT

Why does the Daily News care about linking related articles? Why does the iDesk spend so much time doing this even though it can be a pain? Why does it matter? Showing the audience related content demonstrates the depth of the Daily News' reporting, and it gives the audience more options on the site. Practices that please the audience provide more traffic and recognition to the Daily news.

The Daily News pushed for this this year, by linking any articles that go up at a similar time on the same subject (like two student government articles, for example), and adding a sidebar of links for content that on the same subject (like five Valentine's articles, for example).

Examples: Candidate cheat-sheet sidebar, in-text link to previous Ferguson coverage, full sentence link to similar SGA coverage.

The Content Marketing Institute outlines these reasons as why internal linking is important:

- Helps users access additional content
- Improves dwell time (time on site)
- Reduces bounce rate
- Distributes page authority throughout the site
- Enhances the crawlability of the site
- Increases the indexation of all pages, including deep internal pages
- Increases overall page views across the site

From "Six Linking Techniques"

These are all things that are desirable. Internal linking is universally recognized as good SEO practice. Kissmetrics, an analytics and marketing blog says in "The Seven Commandments of Internal Linking" that it is one of the most straightforward and simple ways to improve SEO on a website. The Kissmetrics blog post also said the most important first step is to have tons of great content, which the Daily News already has.

How to do it: Do not overthink it. Kissmetrics blog said it best: "Just use natural, unoptimized sentence fragments as anchor text, and you'll do just fine. No cute tricks. No overthinking it. Just highlight, link it, and be done."

Where to put links: First, if something is mentioned in the text of an article that there is previous coverage on, there should be an in-text link at that point. In the blog post "Related Content Boosts Pageviews," Nielsen Norman Group recommends placing a link to a related story at the end of an article, because anyone that reads to the end of an article will be receptive to continuing on.

When a group from Unified Media visited Vox in October 2015, Agnus Mazur, Vox's audience development manager, said Vox has seen the most success with one related link in the first two graphs of an article. This is the standard the Daily news has mostly been using for one-line links like, "Read more about such and such here."

MAKING SURE GALLERIES GET SEEN: BECAUSE THEY CAN GET LEFT BEHIND

At the beginning of the year, some galleries were not getting many pageviews, likely because there was a break in the work flow from galleries being posted online to being shared on social media. Fixing this work flow helped the issue, and now galleries are shared on social media and linked in related content. This has to be a conscious effort.

An issue with the content management system, Gryphon, is that galleries cannot be embedded in articles. If photographers shoot an event and news writes a story on it, the gallery has to be in-text linked by hand, requiring the user to make another click to get to the page. And, galleries cannot be added to top tile spots on the home page. Both of these factors hurt the likelihood of users seeing them. These are two issues that can be addressed in a future redesign.

THE FAILURE OF SPECIALLY DESIGNED FEATURE PAGES FOR LONGFORM STORIES

Sometimes when the Daily News has a longform story, a special feature page is designed and hosted on the online designer's website instead of on ballstatedaily.com. From pulling data on the outbound link clicks to the pages on the designer's site, there is huge drop off from people who view the preview page on

ballstatedaily.com and those who continue on to the feature page.

This is an imperfect metric, because it does not include analytics from the designer's page. It is not known if users found the feature page on their own, or if users on social media shared the feature page instead of the link page on ballstatedaily. All that is visible are those who completed the click-through, and the numbers are low. Only about 50 percent of visitors made the jump. And once they leave ballstatedaily, there is no way of telling how long they stayed on the feature page, or any other details. The Daily News stopped making these feature pages after the Chinese adoptees story in November 2015. It is recommended to not start this practice again.

SEO HEADLINES

What is SEO? Search Engine Optimization. This means writing things so people who search for them can find them.

Two great examples from the Daily News

- Example: "Yik Yak users can still be traced, despite anonymous account"

This story was published in October 2014 and has had more than 23,000 pageviews since February 2015. It is the most-viewed story on the website and oftentimes still makes the top-five story list on any given week, more than a year later. This is because people are still typing "can yik yak be traced" into Google, and the headline on this

Click-through rate of the feature pages

Story	DN page views	Outbound clicks	Percent click through
Chinese adoptees	283	157	55 percent
Meth	111	51	46 percent
Bearded biker	1,598	752	47 percent

story answers that question specifically.

- Example: **“Five reasons ‘America’s Next Top Model’ deserves to be canceled”**

This column came just at the right time, right before ANTM was canceled, and pulled major traffic from search results, getting 5,000 pageviews the week it was published.

But these are “outliers,” or small success stories that do not reflect a larger picture of what the Daily News aims to do on a regular basis. It is great to see work from the staff get read around the world, but the focus is on our local audience finding the Daily News’ work.

Web headlines must be able to stand alone — a reader should see it and know exactly what the story is about. Web headlines may appear frequently without photos, in search results or social media. Readers do not have the visual cues on the web that they do in print, such as photos, captions and subheads. They must have enough information to make the decision to click.

Not-So-Great Examples from the Daily News:

- **“Employee fundraising drive underway”**

What type of employees? What type of fundraiser? For what? This tells nothing about the story

Better: **Ball State employees fundraise for United Way**

- **“Despite struggles, Ball State remains confident”**

This headline does not indicate the story is about the field hockey team

Better: **Ball State field hockey confident despite obstacles**

- **“Students find niche in cosplay club”**

“Students find niche” could be the start of almost any feature story or feature headline the Daily News writes.

Better: **Cardinal Cosplay members dress up all year round**

For more tips, consult Kurt Gessler, senior digital

editor at the Chicago Tribune, in “How to write effective web headlines.”

DO NOT POST GOOD CONTENT ONLINE ON THE WEEKENDS, UNLESS IT’S ABSOLUTELY NECESSARY

There used to be a theory at the Daily News that the website had to have new content posted every single day, and regular news and feature content would be scheduled for the weekends.

At the beginning of the 2015-16 school year, when the staff started using analytics on a daily basis, the editorial board realized how traffic consistently drops off Saturday and Sunday of every week, and stories posted on those days did not get many views. This is an accepted industry standard of weekend traffic.

What was adopted instead was not to post any new stories on Saturday or Sunday, unless they are absolutely newsworthy and will bring traffic in, or would be too late to post during the week.

An example of this is sports gamers — those can be posted day-of because they won’t be relevant on Monday. An example of something that was valuable to the Daily News’ readers on a weekend was the Muncie Gras 2016 photo gallery. The gallery was posted the Sunday after and received traffic from search, Facebook and Twitter. It was one of the top-viewed content pieces the week it was posted, just from one day of traffic.

Posting content over the weekend requires a concerted effort between editors and social media staff to make sure the content is shared on social media. Home page use, like all other use, drops off over the weekend. The only way someone will find the stories is if it piques their interest from social media.

SHARING CONTENT WITH THE RIGHT PEOPLE ONLINE

Many times, a story that didn't seem particularly exciting will lead content for a particular day or weekend, because it pulls in views from social media. Sometimes a Google search can show where those views are coming from.

One instance in particular was the story about Pure Romance. When it was published in September, it received strong traffic and got around 1,400 views. The most common referral source was direct.

Then, three weeks later (after a period of no traffic on the story), it had around 2,000 views, mainly from social media. The Daily News found it was shared by the Pure Romance account and was then shared by many who followed Pure Romance on Facebook.

The writer did not share the story directly with Pure Romance, they must have found it another way — but it is a valuable lesson in connecting with the subjects the Daily News covers on social media. The Pure Romance Facebook page has almost 300,000 likes. It isn't every day when the Daily News covers something with as much reach where a share will yield so much traffic.



See how Pure Romance changed one college student's perception about sex and how it empowered her to even become a Consultant!



How Pure Romance helped student embrace sexuality

Morgan Smotherman wasn't comfortable with the concept of sex, at least not when she started college. She didn't want to talk about it and thought it was disgusting.

BALLSTATEDAILY.COM

But getting in the practice is good for relationships with sources, building a wider audience and getting more traffic on the site.

PUSH FOR PHOTOS ON ALL STORIES ONLINE

At the APME/ASNE conference, Tom Rosentiel, the executive director of the American Press Institute, gave a talk called "What's New, What's Next." On the subject of photos, he said, "Even a bad photo is better for engagement." This approach is reflected on virtually every news site and content site online.

A Hubspot blog post, "37 Stats you should know about visual content marketing in 2016," reported that colored visuals increase viewers' willingness to read a piece of content by 80 percent, and articles with images get up to 94 percent more views.

After the conference in October, the Daily News made a concerted effort to have a photo on every online story. The Daily News has reached a point where that goal is achieved 80 to 90 percent of the time. It is a natural part of the progression of the paper's online strategy. In 2012-13, the Daily News posted all of its content online at the same time, after the paper dropped. At some point, the online presence switched to rolling deadlines. There used to be a photo online if one was available, but many stories went without photos. In print, not every story has to have a photo, and a story can still have good presentation without one. On the web, that is just not true.

After a Gryphon update in November 2015, Gryphon allows placement of photos into stories without code and more control in doing that. Examples: incorporating a print design/graphic element for a sports story about Mizzou protests, adding photos throughout a listicle on New Year's resolutions and making the online horoscope more engaging.

TWO KEY WAYS OF PRESENTING ONLINE CONTENT

“Joiner” pages

This is a web page specifically designed to showcase two or more stories and link out to them. The best example of this was the hub page for the coverage of the resignation of Paul W. Ferguson. It was one central location for all of the stories. As new stories came in, they were added to the continuing scroll of articles.

This is particularly effective when there are multiple stories on one compelling, central issue. More than linking two articles together, this gives an added weight of importance. The hub page can be added to top tiles so multiple stories can be represented. If stories continue to be added, the joiner page can be “re-published” on Gryphon to appear at the top of its section page. Another added benefit is that the hub page has its own URL, so it can be shared as another Facebook post, increasing exposure on Facebook.

The Daily News saw success with this, measured by pageviews and bounce rate. Joiner pages (predictably) have lower bounce rates than typical article pages. In some cases, like the Ferguson collective, joiner pages command high pageviews themselves.

In the case of the Bennett Miller Head-to-Head, the joiner page had an exit rate of 38 percent, whereas a normal story has an exit rate of around 60 percent, and both the two opinion articles and the intro page had good pageview numbers. Users are much more likely to click to another story if they reach one of these intro pages.

In practice, there should be photos for each story, and each story should have lead-in text. Use bolded text and lines to separate stories. More examples: Primary cheat sheet and UPD/MPD coverage series.

ALL COVERAGE: President Ferguson's resignation

The Daily News | Staff Reports Published 01/27/16 5:12pm Updated 01/28/16 10:31am

President Paul W. Ferguson resigned on Monday, Jan. 25 with no public explanation. This page is the hub for all of the Ferguson content.

Why did President Ferguson leave?

14.2.4 This Agreement may be terminated at any time by the Board by delivering to the President written notice of the University's intent to terminate this Agreement without cause, which notice shall be effective sixty (60) days after the date the notice is delivered. The Board agrees to use its best efforts to dissolve the employment relationship in an honorable and respectful manner and without damage to the President's reputation. The Board may require that the President assume sabbatical or professional leave status with pay during the said sixty (60) day period. In the event of such leave, the President agrees to accept same and, during such time period, to use his/her best efforts to act in the best interests of the University notwithstanding that he/she would be no longer actively engaged as its President.

The Daily News went through Ferguson's original and severance contracts, to break down the scenarios behind his resignation.

Terry King will not apply for president job long-term



King said he enjoys his job as provost, and doesn't want to be president of Ball State in the long-term. Click here to see video of the interview with King.

University will continue with Ferguson's initiatives



Acting President Terry King reassured the university community in an email on Wednesday that Ball State is on “solid footing” and some of Ferguson's key initiatives will continue.

University could pay Ferguson more than half a million dollars for resignation



The university released Ferguson's severance contract today. It doesn't say why he resigned, but it has the payment details.

This is an example of a joiner page from the Daily News.

Summit wins close SGA election

(03/01/16 8:03pm)

Summit won the 2016 Student Government Association elections with a close margin — only by 2 percentage points.

<http://www.ballstatedaily.com/article/2016/03/sga-summit-wins>

Summit wins Ball State SGA election

(03/01/16 5:25pm)

After two weeks of campaigning, Summit won this year's Student Government Association election and will serve as the executive board during the 2016-17 school year.

<http://www.ballstatedaily.com/article/2016/03/news-sga-elections-outcome>

An example of what not to do with online updates. These two articles were both posted soon after the SGA election instead of on one URL. This approach hurt the main story's traffic.

Online updates

For breaking news stories that are updated, the continuous, online update format has worked well online because it does not put multiple URLs onto the website that the reader is responsible for finding. All of the traffic is pushed to the same page, and it is easy for the reader to see what happened before.

Logistically, all of the pageviews stay on the same URL for easy tracking, and the article page can be re-published with a new headline at any time. The only downside is it does not allow for multiple Facebook shares because in most cases, the Daily News only shares each link on Facebook once.

Examples:

- When a Muncie Police officer was caught looking at his phone while driving, the Daily News used the update format to update the original story with the second day

information, which wasn't enough to run as its own story. This format was also used for the breaking news on Ferguson's resignation. The story had more than 4,000 pageviews on the day it was published. Within the first hour, it had 1,500 pageviews, and users continued to visit the page throughout that evening. It was updated at least three times.

- An example of a time when not doing this hurt Daily News traffic was the SGA election of 2016. The first update story was published at 5:25 p.m. and the second at 8:03, both with almost identical headlines. The breaking news article had more than 600 pageviews, but the later story only had about 400, even though it was the fleshed-out, better written article. It did not reach as many people because the breaking news URL was out there first, and shared first, so as people continued to see it on social media, they clicked to the first URL and missed the second.

RECOMMENDATIONS

These are three recommendations the Daily News should consider in the 2016-17 school year and in the process of redesigning ballstatedaily.com.

PRIORITIZE A NEXT-CLICK OPTION:

In the re-design of ballstatedaily.com, it is recommended that the article page prioritizes a relevant call to action at the bottom of the page to point the user to another article. This will encourage visitors to read more articles, increasing engagement in terms of time on site and pages per visit (and reap the same SEO benefits of linking content).

At the end of an article on ballstatedaily.com now, the first suggestions are of articles that have comments on them, oftentimes showing odd comments that have no relevance to the reader. Further down is “latest news” (which is misleadingly named because it is not exclusively

Read more:

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[Why the United States is vulnerable to the spread of Zika virus](#)

[U.S. details 9 Zika pregnancies: 2 abortions, 2 miscarriages, 1 baby with 'severe microcephaly'](#)

[White House to convene Zika summit next month](#)

From top: Washington Post, Vox

Next Up IN POLICY & POLITICS

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[Study: Bernie Sanders's tax hikes are bigger than Donald Trump's tax cuts](#)

[These horrifying new numbers show how America's lax gun laws hurt black Americans](#)

[Presidential debate schedule, 2016](#)

[The GOP learned one lesson from Romney's loss. Trump taught them another.](#)

news) and “popular news” which shows the exact same stories. On the side, “related” content is not related at all. The only referral that makes sense is the “headlines” bar on the side.

A survey of article pages on the websites of the Washington Post, the New York Times, Vox and BuzzFeed show some similar trends. Both The Post and The Times offer subscriptions to a newsletter on the subject of the article; The Post, The Times, Vox and BuzzFeed all have a clear call to action to get more stories on the topic addressed; and The Post, The Times and Vox have a recommendation engine. During Unified Media's visit to The Post in October, they shared that their “most read” bar on the side is great for traffic. The Times has the same, and BuzzFeed's “trending” bar is across the top of the page.

All of these sites have multiple opportunities to discover meaningful content. Ballstatedaily has the shell of these intentions but they are not set up well to bring meaningful content. There are probably too many of these recommenders for the amount of content we produce on our site.

In an ideal world, there would be a “next up” or “read more” section immediately after the article like Vox, with a sidebar of “most popular.”

SHOWCASE A MUST-READ EVERY DAY

When one story pulls a lot of traffic to the website, other stories get more attention as well. “A rising tide lifts all boats,” one could say. Sometimes, those high-traffic stories are a surprise; they take off with the audience in a way they were not expected to, but many times,

editors know when a piece of content is strong and that people will respond to it.

Yuri Victor, senior UX designer for Vox Product, spoke to Unified Media about putting out a “must-read” every day. His advice to college journalists was to have one thing each day that readers need to see, like an A-1 package online.

Right now, it’s easy for a must-read to get lost. The home page is updated three to four times per day, and newly published stories from section fronts push everything else down. There isn’t much hierarchy in our design to showcase something important.

This has been an issue for some in-depth, enterprise stories that work well on the front page of the paper but do not catch audiences online. The website does not give much ability to differentiate one article as being particularly important.

The recommendation for the Daily News is to plan for a leading web story, gallery or graphic each day in the advance plan meeting. This story will get extra attention to how it is web-produced, shown on the site and shared on social. It will have a specific next-click action to keep readers on the site for another article or two.

This will bring more voices to the table of web strategy. Editorial, iDesk, design and social will all have a hand in deciding how this story is displayed and shared.

Related recommendation: This may result in having the home page updated fewer times throughout the day. This runs against common wisdom held in student media at this point. From ballstatedaily’s new vs. returning traffic, it does not look like anyone except those in the Unified Media Lab (or professors) visit the site four to five times per day, checking for new stories. Updating it so often can lead to putting a weaker story in the lead spot for the sake of updating, and displaying more content available.

CONSIDER EMAIL NEWSLETTER

Email newsletters are having a renaissance and have been written about recently in the Harvard Business Journal, New York Times and Washington Post. Two popular examples are “Lenny,” produced by actress and writer Lena Dunahm, and “The Skimm.” Big media companies are doing this as well. The Washington Post has a number of email newsletters on topics as varied as internet/social media things, such as “The Optimist,” which comes out on Sundays and is a collection of positive stories from the past week.

Email newsletters may seem antiquated, but they fit into the trend of curated news. Readers want someone to sift through what is available for them and tell them what is important. Email newsletters are personal, because they only go out to subscribers, the publication can have voice and it’s a way to drive traffic without being at the mercy of Facebook’s algorithm.

An email newsletter would help the Daily News achieve the goal of increasing repeat visitors. It would provide a specific action for users to take on the site, and staff could experiment with tracking that action and how best to encourage it on the site. Right now, there is no specific action on the site we want users to take.

In practice, this could take a variety of forms. There could be one daily email newsletter with categories, or different categories of emails users could sign up for, like “breaking news,” “sports” or “headlines.” One step in this process that was not taken in the 2015-16 school year is to put email tracking on the Ball State Weekly email, which is a collection of stories from Unified Media.

For reference, The Daily Tarheel at UNC North Chapel Hill and the Indiana Daily Student have email newsletters. IDS only emails sporadically, and it is headline based. The Daily Tarheel arrives every morning with a funny anecdote from a columnist loosely related to a news story. It blends personality and news.

OPPORTUNITIES FOR FUTURE GROWTH

This section of the report highlights administrative, publication and platform opportunities for the Daily News in the future.

CLEAN UP GOOGLE ANALYTICS ACCOUNT

Here are some steps that should be taken to optimize use of the Google Analytics account:

- Figure out who has master control of the account, who can set up accounts for others, etc.
- Through Google Analytics, it is possible to set up a filter on the account to filter out IP addresses from the Unified Media Lab. This has to be done at a higher level than iDesk editor.
- Provide personal access to all editors and greater access for everyone on staff. Example: News editor wants to know if weather content mattered online. They should be able to check that themselves and be in charge of that information, making those decisions for themselves. Whoever is in charge of analytics should know more than the average editor, but everyone can be empowered.
- Right now, the Daily News does not even track any clicks on the site. This takes adding coding to individual pages. This may be something that SNWorks needs to be involved with. Setting up web goals and event tracking would allow the staff to track outbound clicks to our Facebook page, possible email newsletter sign ups, video plays, etc.

APPLE NEWS

The iOS 9 update in September 2015 made it easier for iPhone users to block mobile ads, and unveiled the “Apple News” app. An article from Geeksquad UK described this as Apple “basically parking its tanks in Google’s front

lawn,” because Google makes so much money off of internet ads. Apple is keeping users in its own ecosystem, denying Google that ad money, selling its own ads and giving content providers some opportunity. Apple’s deal to content publishers is publishers keep 100 percent revenue if the publisher sells the ads, and if Apple helps, Apple keeps 30 percent of the revenue.

Publishers big and small signed on, including: the New York Times, The Economist, the Daily Mail, BuzzFeed, ESPN, several titles from Vox Media, Conde Nast, Hearst and Time Inc. Before the launch, Mashable said in a September article that more than 500 publishers had signed on for hundreds of titles.

Since its debut, Apple News has left some publishers feeling “underwhelmed,” according to a November 2015 Digiday article. Time Inc. expressed frustration, but other publishers like the Washington Post were pleased. In January, Apple reported they had been underestimating how many people were using the app, but did not know the “right number,” according to The Verge. Apple reported 40 million people had used the app but could not say how many used it more than once. It remains to be seen if users will catch on to Apple News.

This could be a good opportunity for student media because all of the Daily News’ content is available for free online anyway, and this could be a new distribution channel. Any size of publisher can sign up to be a part of Apple News. It looks like something the Daily News could accomplish relatively quickly. According to Google Analytics, 43 percent of visitors to ballstatedaily.com during Fall 2015 were on iOS devices. That is a large

enough percent to dedicate resources to trying it, and it may take off.

FACEBOOK INSTANT ARTICLES AND GOOGLE ACCELERATED MOBILE PAGES

Facebook Instant Articles are fast-loading articles that appear in users' newsfeeds. Publishers have to submit their articles to Facebook for instant articles, and they must meet Facebook's specifications. According to Business Insider, Facebook will be opening Instant Articles up to all publishers on April 12 this year.

In the article, both Vox and BuzzFeed said Instant Articles reach more on Facebook than normal articles (probably because the algorithm prioritizes them), and Vox has seen a possibly related boost in traffic to its website since Instant Articles.

Google's Accelerated Mobile Pages (AMP) debuted in February 2016 and are articles that appear with a little green lightning bolt in mobile search results. The stories load instantly in their own layout, and the user can swipe between them. An article from The Verge brought up an interesting point, that although many publishers have signed up for AMP articles, how many people really find news by typing in keywords in mobile Google? Also, as of now, they do not show up in mobile app search results, only in mobile browser.

Again, it can't hurt the Daily News to jump onto these new platforms. Nieman lab reported Facebook will have an open-source Wordpress plugin that will help publishers automatically submit to Instant Articles. This could be incentive to move to a Wordpress content management system. AMP is open to everyone and can be integrated into existing CMS.

There is potential for some ad revenue as well. If Facebook acquires the ad offerings,

publishers get 70 percent of the cut. Google will allow publishers to sell their own ads. It will be interesting to see how these new formats pan out, and what traffic, advertising and analytics options become available.

START THINKING "PLATFORM AGNOSTIC"

An important concept in content creating and marketing is native content — content created specifically for the environment in which it will live. For example, a video may appear one way on the website, take a different form as a Facebook video, another form on Instagram and be shared on Twitter in yet another way. The Daily News started thinking this way with social media posts and some content distribution this year.

During the Washington Post visit, the Director of Digital Product Joey Marburger said the Post plans that they need a website for the next three to five years, but with the birth of Facebook Instant Articles and AMP articles, journalism is basically giving its platform away. They are preparing for when they don't have a website. Dao Nguyen from BuzzFeed calls this the age of "distributed content," and said BuzzFeed thinks "platform agnostic." Content is created for a specific audience — a particular Facebook page, the home page, part of the website or Snapchat, for example.

Right now at the Daily News, almost all of the content goes straight to the website and is then shared on Facebook and Twitter, regardless of whether it will be relevant to those audiences. The next step is to plan more seriously where each piece of content will be pushed and how it will be created for that audience, and for social media to be selective about what is pushed and where.

DASHBOARD LINK:

<https://analytics.google.com/analytics/web/template?uid=LlcyrhLdSt-rxzqK5sQzTg>

TOP 50 STORIES

★ No. 37 is the same story as No. 6, but the url was divided. Technically, the half court shot story has 13,104 pageviews, making it the third most popular story on the site. This is technically a list of the top 49 stories.

This data was filtered using an **advanced filter**.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	904,759 % of Total: 72.05% (1,255,711)	666,328 % of Total: 78.52% (848,576)	00:01:15 Avg for View: 00:01:06 (13.56%)	511,153 % of Total: 82.02% (623,169)	68.88% Avg for View: 61.98% (11.14%)	59.64% Avg for View: 49.63% (20.18%)
1. /article/2014/10/yik-yak-users-can-still-be-traced	22,374 (2.47%)	17,329 (2.60%)	00:01:17	17,303 (3.39%)	73.42%	77.26%
2. /article/2015/03/speech-team-rfra	16,880 (1.87%)	7,991 (1.20%)	00:00:17	7,802 (1.53%)	1.88%	45.56%
3. /article/2015/02/nursing-major-ten-things	14,267 (1.58%)	6,889 (1.03%)	00:00:13	6,826 (1.34%)	4.10%	47.89%
4. /article/2016/01/news-mpd-do-you-know-him	12,317 (1.36%)	11,653 (1.75%)	00:01:56	11,517 (2.25%)	93.06%	92.77%
5. /article/2013/11/ball-state-student-gains-90000-subscribers-on-youtube	12,195 (1.35%)	8,842 (1.33%)	00:00:59	8,824 (1.73%)	62.89%	71.46%
★ 6. /article/2015/09/half-court-shot-student-on-ellen	10,586 (1.17%)	9,837 (1.48%)	00:02:40	9,584 (1.87%)	88.77%	87.36%
7. /article/2016/01/news-woody-shales	9,711 (1.07%)	9,308 (1.40%)	00:02:54	9,126 (1.79%)	93.02%	91.99%
8. /article/2016/01/board-of-trustees-letter-opinion	9,014 (1.00%)	8,427 (1.26%)	00:03:51	8,120 (1.59%)	87.43%	85.26%
9. /article/2015/12/features-signs-ball-state-student	8,126 (0.90%)	7,866 (1.18%)	00:03:27	7,496 (1.47%)	94.93%	92.49%
10. /article/2015/03/director-of-student-life-resigns	5,989 (0.66%)	2,741 (0.41%)	00:00:45	2,084 (0.41%)	4.89%	36.72%
11. /article/2013/09/ball-state-sga-president-successor-says-battle-flag-shouldnt-be-concerning	5,706 (0.63%)	2,589 (0.39%)	00:00:33	2,417 (0.47%)	2.90%	42.95%
12. /article/2015/10/top-model-review	5,592 (0.62%)	5,296 (0.79%)	00:05:17	5,240 (1.03%)	91.60%	93.31%
13. /article/2016/01/news-ferguson-resigning	5,420 (0.60%)	4,859 (0.73%)	00:03:13	3,757 (0.74%)	81.23%	74.08%
14. /article/2015/05/ball-state-professor-wife-injured-in-overnight-blaze	4,782 (0.53%)	4,340 (0.65%)	00:03:57	4,070 (0.80%)	75.72%	84.40%
15. /article/2015/09/beautiful-luxurious-muncie	4,388 (0.48%)	4,079 (0.61%)	00:06:27	3,914 (0.77%)	89.15%	89.72%
16. /article/2015/03/conversation-on-racial-sensitivity	4,355 (0.48%)	2,025 (0.30%)	00:00:57	1,632 (0.32%)	4.53%	38.19%
17. /article/2015/09/michelle-bruggeman	4,337 (0.48%)	3,988 (0.60%)	00:01:46	3,919 (0.77%)	92.80%	89.95%

18.	/article/2016/01/news-ferguson-severan-ce-contract	4,314 (0.48%)	3,930 (0.59%)	00:03:55	2,959 (0.58%)	81.26%	74.76%
19.	/article/2015/10/signs-philosophy-major	4,171 (0.46%)	4,051 (0.61%)	00:03:12	4,026 (0.79%)	95.95%	95.66%
20.	/article/2015/09/pure-romance-parties	4,165 (0.46%)	3,788 (0.57%)	00:03:17	3,655 (0.72%)	87.77%	87.59%
21.	/article/2016/01/news-fergusons-contract	4,159 (0.46%)	3,935 (0.59%)	00:03:23	3,095 (0.61%)	85.21%	78.55%
22.	/article/2015/06/charlie-cardinal-logo	4,129 (0.46%)	3,944 (0.59%)	00:02:31	3,793 (0.74%)	92.27%	89.92%
23.	/article/2015/07/theta-chi-member-hospitalized	4,094 (0.45%)	3,785 (0.57%)	00:04:29	3,615 (0.71%)	87.95%	89.52%
24.	/article/2015/11/news-student-death	3,899 (0.43%)	3,426 (0.51%)	00:02:25	2,961 (0.58%)	82.81%	77.53%
25.	/article/2015/03/local-man-to-open-common-market-music-venue	3,812 (0.42%)	1,837 (0.28%)	00:00:21	1,773 (0.35%)	4.85%	46.12%
26.	/article/2015/12/news-excess-fee	3,344 (0.37%)	3,200 (0.48%)	00:03:05	3,115 (0.61%)	91.21%	89.95%
27.	/article/2016/01/news-ferguson-coverage	3,300 (0.36%)	2,752 (0.41%)	00:01:43	1,663 (0.33%)	64.90%	49.94%
28.	/article/2015/10/artists-build-wii-u-arcade-cabinet-at-local-bar-receive-funds-from-super-smash-bros-tournament	3,066 (0.34%)	2,887 (0.43%)	00:04:04	2,847 (0.56%)	92.42%	92.76%
29.	/article/2016/01/news-paul-ferguson-signs-storify	3,031 (0.34%)	2,803 (0.42%)	00:02:40	2,229 (0.44%)	79.72%	73.61%
30.	/article/2015/03/university-reacts	3,026 (0.33%)	1,375 (0.21%)	00:01:04	946 (0.19%)	3.81%	33.41%
31.	/article/2014/03/beauty-in-proportions-barbie-versus-lammy	2,924 (0.32%)	2,104 (0.32%)	00:00:54	2,098 (0.41%)	68.71%	71.41%
32.	/article/2015/02/be-here-now-building-owners-to-sell-property	2,804 (0.31%)	1,319 (0.20%)	00:00:33	1,112 (0.22%)	2.61%	39.05%
33.	/article/2015/05/new-england-patriots-eric-patterson	2,772 (0.31%)	2,585 (0.39%)	00:03:28	2,493 (0.49%)	91.30%	89.14%
34.	/article/2015/02/sneads-decision	2,672 (0.30%)	1,234 (0.19%)	00:00:55	1,083 (0.21%)	6.92%	41.35%
35.	/article/2015/07/wenning-signs-with-cincinnati-bengals	2,665 (0.29%)	2,536 (0.38%)	00:03:05	2,443 (0.48%)	93.53%	92.61%
36.	/article/2015/10/halloween-costumes	2,608 (0.29%)	2,503 (0.38%)	00:02:59	2,426 (0.47%)	96.08%	93.63%
★ 37.	/article/2015/09/half-court-shot-student-on-ellen?_h=6225e401-132c-4146-b920-f62688e79c42	2,518 (0.28%)	2,327 (0.35%)	00:03:25	2,308 (0.45%)	89.08%	88.52%
38.	/article/2015/09/car-crash	2,466 (0.27%)	2,238 (0.34%)	00:03:21	2,033 (0.40%)	80.68%	83.82%
39.	/article/2015/02/laverne-cox-talk	2,440 (0.27%)	1,248 (0.19%)	00:00:26	1,074 (0.21%)	14.53%	45.12%
40.	/article/2015/06/former-faculty-member-put-ball-state-second-only-to-family	2,401 (0.27%)	2,213 (0.33%)	00:02:30	2,139 (0.42%)	87.24%	85.88%
41.	/article/2015/10/haunted-locations-muncie	2,346 (0.26%)	2,213 (0.33%)	00:03:59	2,054 (0.40%)	92.31%	88.92%
42.	/article/2016/01/opinion-editorial-ferguson	2,314 (0.26%)	2,132 (0.32%)	00:02:59	1,839 (0.36%)	78.41%	74.11%
43.	/article/2016/01/features-feelings-students-love	2,305 (0.25%)	2,185 (0.33%)	00:02:18	2,083 (0.41%)	90.97%	89.98%
44.	/article/2016/01/features-be-the-match-donor	2,302 (0.25%)	2,215 (0.33%)	00:04:19	2,142 (0.42%)	92.95%	93.79%
45.	/article/2015/03/major-signs-education	2,165 (0.24%)	1,054 (0.16%)	00:00:13	985 (0.19%)	3.86%	45.82%
46.	/article/2015/03/student-center-haradous-material	2,156 (0.24%)	1,016 (0.15%)	00:00:27	861 (0.17%)	1.05%	41.70%
47.	/article/2015/04/rocky-horror-auditions	2,124 (0.23%)	1,074 (0.16%)	00:00:40	974 (0.19%)	19.18%	47.08%
48.	/article/2015/12/news-two-cats-cafe	2,122 (0.23%)	1,959 (0.29%)	00:02:27	1,854 (0.36%)	79.26%	86.43%
49.	/article/2015/02/bill-proposed-to-allow-discrimination-in-hiring	2,074 (0.23%)	948 (0.14%)	00:00:25	892 (0.17%)	1.01%	43.73%

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